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Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
1st January, 2016

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: **Press Release issued by Mahindra & Mahindra Limited in respect of Auto Sector Sales for December, 2015**

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 37,915 units during December 2015, registers a 4% growth

Mumbai, January 1, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 37,915 units during December 2015 as against 36,328 units during December 2014, representing a growth of 4%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 18,197 units in December 2015 as against 17,980 units during December 2014. The company's domestic sales stood at 34,839 units during December 2015 as against 34,460 units during December 2014. In December 2015, the Medium and Heavy Commercial Vehicles segment sold 528 units, registering a growth of 74%.

Exports for December 2015 stood at 3,076 units, registering a growth of 65%.

Speaking on the auto sales performance for December 2015, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "Inspite of a challenging external environment, we at Mahindra have closed December on a positive note. Having been encouraged with the positive response to our upcoming KUV100, we are excited about this compact SUV launch on 15th January, especially with our first mFalcon petrol offering. We are delighted with our exports performance during December which has grown by 65%".

Sales Summary December 2015

	December			YTD December		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	18197	17980	1%	163616	163395	0%
Utility Vehicles	17310	17082	1%	153242	149810	2%
Cars + Vans	887	898	-1%	10374	13585	-24%
Commercial Vehicles	12465	12368	1%	121096	114831	5%
LCV < 3.5T	11530	11525	0%	112708	108520	4%
LCV > 3.5T	407	540	-25%	4652	4027	16%

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MHCV	528	303	74%	3736	2284	64%
3W	4177	4112	2%	42345	43274	-2%
Total Domestic Sales	34839	34460	1%	327057	321500	2%
Total Exports	3076	1868	65%	26532	20180	31%
Total Sales (Domestic + Export)	37915	36328	4%	353589	341680	3%

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

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For enquiries please contact:

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